

National Guard Association of Michigan



Unified In Action 2013

NGAM Strategic Plan



NGAM Mission Statement

The National Guard Association of Michigan (NGAM) advances the interests of the Michigan National Guard (MING) by promoting welfare and efficiencies to improve readiness. NGAM directly supports this readiness through an organization that fosters communication of relevant issues, builds legislative relationships, synchronizes efforts with senior leaders, provides fellowship and social interaction.

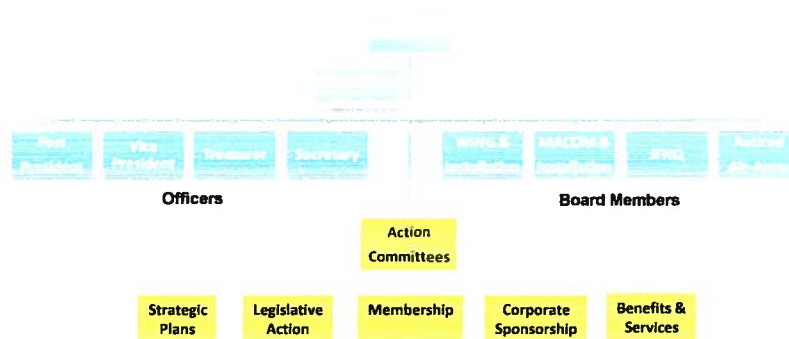


NGAM Vision

NGAM's vision is to be Michigan's voice for National Guard concerns and initiatives. NGAM accomplishes this with an active and enduring membership of current and retired members of the Michigan National Guard, sustained corporate partnerships, trusted relationships with elected officials, and mentorship of future leaders of the Michigan National Guard.



NGAM Organization Chart



Goal 1: Advance the interests and promote organizational health of the Michigan National Guard

Obj 1.1 Execute a communications synchronization plan that supports the Michigan National Guard's strategic priorities, engagements and programs, annually by December 31st.

Obj 1.2 Increase public awareness and support of the Michigan National Guard, it's missions and installations, annually by December 31st.



Goal 2: Strengthen Legislative Influence

Obj 2.1 Assist The Adjutant General with engagement of key stakeholders, consistent with the Department of Military and Veterans Affairs strategic plan, by January 31st.

Obj 2.2 Obtain Michigan National Guard senior leader concurrence of National Guard Association of Michigan initiatives to promote unity of effort with legislators, annually by January 31st.



Goal 3: Create an environment that fosters active participation and builds enduring membership in NGAM

Obj 3.1 Develop a membership sustainment plan that increases membership of current and retired Michigan National Guard members by 5-10%, annually by September 30th.

Obj 3.2 Plan events that encourage National Guard Association of Michigan members to actively participate, annually by February 28th.



Goal 3: Create an environment that fosters active participation and builds enduring membership in NGAM

Obj 3.3 Develop and implement a plan to increase National Guard Association of Michigan/United States "lifetime membership" by 3-5%, annually by September 30th.

Obj 3.4 Provide mentorship of Michigan National Guard future leaders through leadership development opportunities, annually by February 28th.



Goal 4: Establish long term financial health and stability through enduring fiscal investments

Obj 4.1 Build a base of financial support through sustained corporate and individual sponsorship, annually by March 31st.

Obj 4.2 Develop and implement a National Guard Association of Michigan marketing plan, annually by March 31st.

Obj 4.3 Increase sale of National Guard Association of Michigan life insurance by 5%, annually by March 31st.



Goal 5: Enhance benefits and services to NGAM members

**Obj 5.1 Develop a sustained and funded scholarship
program by December 31, 2013.**

**Obj 5.2 Increase by 5 slots, "NGB Company-Grade Officer
Professional Development Visit" to the National Guard
Association of the United States Annual Conference by
1 September 2013.**



2013 NGAM Conference (Kellogg Convention Center)

Friday, 5 April 2013

1800-2100 Executive Dinner (invite only)

1900-2300 Company Grade Mixer / Reception

Saturday, 6 April 2013

0800-0900 Registration / Vendor Exhibits

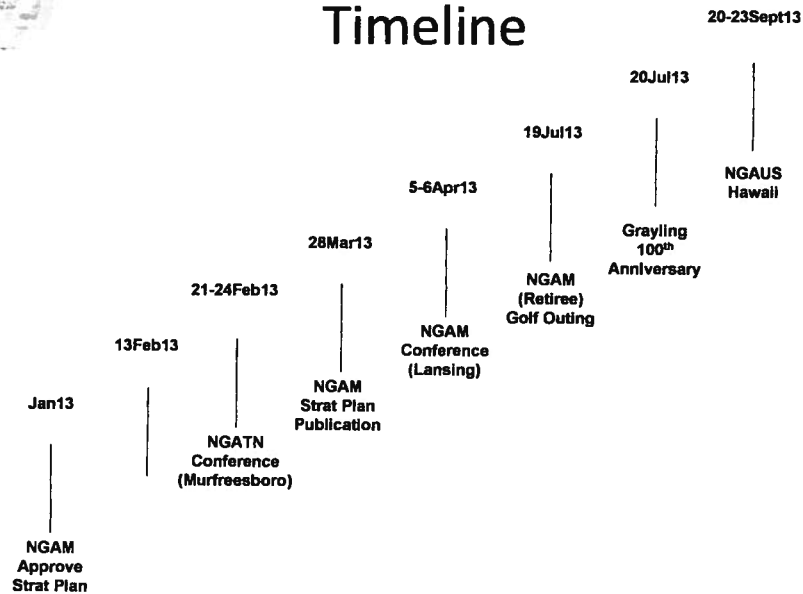
0900-1200 Business Meeting

1200-1400 Vendors Luncheon

1200-1400 Leadership Development Lunch



Timeline



TAG Support

1. Company Grade Officers to interview for NGAUS 2013
2. 2013 NGAM Conference Executive Dinner (1800-2100 / 5Apr2013)
3. Leadership Development Lunch (1200-1400 / 6Apr2013)
4. MING 2014 Consolidated Weekend
 - NGAM Business Meeting
 - Officers Ball
 - TAG Social
 - Retiree Luncheon
 - TAG Golf Outing
 - Company Grade Officer Mixer
5. Quarterly Office Call